Reinventing Our Communities (ROC) Cohort Program 2024: Inclusive Rental Housing and Workforce Development

The ROC Cohort Program supports cross-sector community groups in identifying and addressing barriers to inclusive growth in their local economies. ROC 2024 Cohorts will enroll in one of two tracks: inclusive rental housing or workforce development.

During the yearlong ROC program, cohorts participate in a racial equity training program led by research and practitioner experts, attend interactive webinars on topics related to housing or the labor market, and receive coaching and advising from national community and economic development leaders. Cohorts will develop a multiyear equity plan designed to strengthen their regional economy through community-led, data-driven strategies. Participants also engage in peer learning and have opportunities to network with communities across the nation facing similar challenges.

Submit application:
The application will be released soon!

Questions? Need more information?
Contact FRBP.ROC.Local@phil.frb.org

Key Information:

The ROC Cohort Program equips local leaders with the skills and knowledge to build strong, inclusive regional economies. Cross-sector teams engage in racial equity and economic development training, coaching and advising, and peer learning. Each cohort develops its own equity plan to strengthen its local economy using community-led, data-driven strategies.

In February 2024, the Federal Reserve Bank of Philadelphia will launch its fourth ROC Cohort Program. The 2024 program will offer two tracks: (1) inclusive rental housing, in partnership with NeighborWorks America, and (2) workforce development, in partnership with Equitable Cities Consulting. Each participating community will enroll in one of the two available tracks.

The 2024 program will include 12 communities from across the country working to build a national community of practice of applying racial equity solutions to strengthen regional economies and foster better economic outcomes.

Key Dates:

**Application Opens:** August 1, 2023

**Informational Webinars for Prospective Communities:** August 22, 2023, and September 14, 2023

**Application Deadline:** October 1, 2023

**Cohort Applicant Interviews:** October–November 2023

**Cohort Selected:** December 2023

**Onboarding:** December 2023–January 2024

**Program Launch:** February 1, 2024

**Program Completion:** March 12, 2025
**Background:** The ROC Cohort Program launched in March 2020 to support and strengthen community leadership on racial equity through practical and applied trainings, coaching and advising, and peer learning. To date, 28 communities from 15 states have participated in the first three rounds of the ROC Cohort Program.

**Program Model:** The ROC Cohort Program uses a Frame, Learn, and Apply model, which enables cohorts to research, collaborate, and plan for stronger, more inclusive regional economies.

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<thead>
<tr>
<th><strong>Frame</strong></th>
<th><strong>Learn</strong></th>
<th><strong>Apply</strong></th>
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<tbody>
<tr>
<td>Build a collaborative stakeholder table to address racial equity in your community</td>
<td>Center data and best practices in addressing local challenges</td>
<td>Identify additional stakeholders and bring them into collaborative work</td>
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<td>Understand root causes, structures, and systems impacting equity</td>
<td>Build a toolkit of strategies and tactics to strengthen inclusive regional economies</td>
<td>Prioritize strategies that maximize impact for regional economies</td>
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<td>Develop a peer network and community of practice across cohorts</td>
<td>Use data, practitioner knowledge, and advising to implement changes</td>
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**Benefits to Participating Communities**

- Interactive racial equity and topical trainings
- Coaching, advising, and mentorship from leading practitioners
- Funding for pitch training, including training on the Community Reinvestment Act (CRA)
- Collaborative networks of allies and peer communities across the country
- Access to localized data and research
- Forging strong partnerships between cohort members and the community
- Development of a multiyear, community-informed action plan
- Visibility and shared accountability within the community from program participation
Equitable Workforce Development
The workforce development track will examine the history of racial equity in local workforce systems. Cohort members will develop a shared language of key concepts in workforce development as well as an understanding of structural barriers that limit inclusive growth. Cohorts will explore strategies that they can leverage to expand equity in workforce pipelines, from both the public and private sectors. Cohorts will have opportunities to connect with other communities facing similar challenges and collectively design an equity-focused action plan to improve local workforce systems.

Suggested Cohort Composition
Each cohort will be composed of six to eight members representing the local workforce development sector and led by an organization with deep ties to the local community. Potential collaborators can include:
• Nonprofits (training centers, economic development corporations, workforce development organizations)
• Public entities (workforce boards, community development departments, school districts)
• Private organizations (major employers, chambers of commerce)
• Tribal Nations
• Local workers associations and local or regional colleges

Inclusive Rental Housing
The inclusive rental housing track will examine the history of racial equity in housing. Cohort members will develop a shared language of key concepts in rental housing and deepen their understanding of the rental housing regulatory environment. Tenant-based supports will be explored as interventions to mitigate rental housing challenges. Members will also look for potential financing options and opportunities to scale and sustain effective interventions that increase housing opportunities within a community.

Suggested Cohort Composition
Each cohort will be composed of six to eight members representing the local housing sector and led by an organization with deep ties to the local community. Potential collaborators can include:
• The public sector (school districts, planning or community development departments)
• Major employers (hospitals, workforce housing providers)
• Funders or financial institutions
• Tribal Nations
• Housing organizations (builders associations, property managers, housing providers)